

IMPROVING MARKETING PERFORMANCE THROUGH OPTIMIZATION OF COMPETITIVE ADVANTAGE

FRANS SUDIRJO

Department of Management, University of 17 August 1945 Semarang, Indonesia

ABSTRACT

This study aims to analyze the effect of market orientation on competitive advantage, analyze the effect of product innovation on competitive advantage, analyze competitive advantage on marketing performance, analyze the effect of market orientation on marketing performance, and analyze the effect of product innovation on marketing performance.

The population of this research is 59 furniture industries in Jepara Regency. The sample used is 59 respondents. The sampling technique used is the saturation / census sampling technique, where all members of the population sample. Data were collected through questionnaires using diagnostic factors testing and route analysis in data analysis methods.

The results of the study found that all hypotheses were accepted. Market orientation has a positive and significant impact on competitive advantage Product innovation has a positive and significant impact on competitive advantage Competitive advantage has a positive and significant impact on marketing performance Market orientation has a positive and significant impact on marketing performance and product innovation is positive. And have a significant impact on marketing performance.

KEYWORDS: Market Orientation, Product Innovation, Competitive Advantage, Marketing Performance.